

Value Proposition Template [Long Form]

A value prop is the promise or the benefit that your product is offering. Use this template to gather the information needed to create your own great value prop.

For:	What type of organizations are you targeting?
In:	What specific industry or other characteristics define the target?
Who:	What is the context or situation the organization faces?
The:	Your solution name .
Is a:	What is the product/service category ?
That:	What is the key promise or benefit your solution delivers?
Unlike:	Who are your top competitors including status quo or do nothing?
It:	What does your solution do to deliver the promised value?
So:	What is the business value of your solution?